THE WORLD'S GREATEST BEVERAGE FOR CENTURIES

History is full of evidences of the enjoyment which ancient as well as modern peoples have found in coffee

SERVING COFFEE ON WELCOMING A GUEST IN ANCIENT ARABIA.

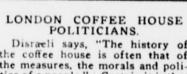
It was Coffee the early Arabians chose to offer as an expression of their hospitality. So highly do these people value coffee that to this day no good follower of the Prophet concludes his morning prayer without wishing Gemil Eddin, patron saint of coffee, the highest joys of Paradise

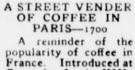


AN EARLY COFFEE HOUSE IN CONSTANTINOPLE.

Very characteristic of the place and the period when the delights of coffee drinking were just being introduced in Turkey. To the enthusiasm of the Turk for Coffee may be traced its introduction into

Disraeli says, "The history of the coffee house is often that of the measures, the morals and poli-tics of a people." Certain it is that public op nion on politics, religion, philosophy and all the affairs of that day was developed and ex-pressed over the coffee cup.





Court by Louis XIV coffee gained instant vogue with the aristocracy. The French are to this day ardent devotees of their "petit



The Arbuckle Guest Coffee

Abuelle Bros

The Favorite Coffee of the Most Critical of Modern Cities

With the advantage of all these centuries of coffee experience and with all the coffees of the world from which to choose, the greatest coffee merchants selected Yuban for their personal use. The day it was offered the New York public, its success was established. Thousands secured it immediately. Today Yuban, the private coffee of the greatest coffee merchants, is used in more New York homes than all other high grade packaged coffees combined. If you have not already tried Yuban, order it today. See why all who taste it say it has the flavor they have always wanted and have never before been able to get.

